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Rx Response Director Erin Mullen Receives Outstanding Achievement Award at National Hurricane Conference

New Orleans, LA – Rx Response Director Erin Mullen, RPh, PhD, CEM, received the Outstanding Achievement Award for Preparedness at the National Hurricane Conference in New Orleans on March 26, 2013.

Mullen was recognized for her work in transforming Rx Response from a concept to a fully operational disaster preparedness and response program that encompasses the entire bio-pharmaceutical supply system, from manufacturers to distributors to dispensers.

Rx Response (www.RxResponse.org) was created by the bio-pharmaceutical industry in the aftermath of Hurricane Katrina to help ensure the continued flow of medicine to patients following major disasters like hurricanes, terrorist attacks or pandemic influenza.

Accepting the award before hundreds of attendees at the National Hurricane Conference, Mullen said, "I'm proud to accept this award on behalf of a large team of professionals and experts across the entire bio-pharmaceutical supply chain who collectively make Rx Response such a valuable program."

Mullen was presented the award by National Hurricane Center (NHC) Director Rick Knabb and former NHC Director Max Mayfield. Mullen also said, "Rx Response epitomizes public-private sector coordination and stands as a best practice for other industries who seek to ensure that their vitally important products get to consumers when disaster strikes."

Prior to receiving the Outstanding Achievement Award, Mullen announced an important change in a key Rx Response program. The Pharmacy Status Reporting Tool (PSRT), which was widely praised for its contributions following Super Storm Sandy, will now be called **Rx Open** and can be accessed at www.RxOpen.org.

The PSRT was deployed in 11 states following Super Storm Sandy's landfall. The tool maps open pharmacies in disaster impacted areas on the Rx Response website. Widespread media coverage of the PSRT following Sandy quadrupled traffic to the online tool. In addition, more than 200 pharmacies in the New York and New Jersey area that were not registered in the PSRT's database asked to be included for future disasters and have since been added.

The new name and matching web address are designed to make the program easier to remember, a move Rx Response officials believe will significantly increase the tool's use in future disasters.



Rx Response Director Erin Mullen (center) receives the Outstanding Achievement Award for Preparedness at the National Hurricane Conference in New Orleans, LA. Presenting the award to Mullen are National Hurricane Center (NHC) Director Rick Knabb (right) and former NHC Director Max Mayfield.

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